

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>AMENDMENT A</b>	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	First Named Inventor:	Hermann Calabria
	Application No.:	10/743,520
	Filing Date:	December 19, 2003
	Confirmation No.	7681
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Examiner:	Daniel M. Sorkowitz
	Art Unit:	4137
	Last Office Action:	February 13, 2008

Dear Sir:

Responsive to the Office Action mailed February 13, 2008, please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence (and any item referred to herein as being attached or enclosed) is (are) being transmitted to the USPTO by electronic transmission via the EFS Web on the date indicated below.

Date

5-13-08

Name:

*[Signature]*